

FIG. 1

VIEWER PROFILE
200

| | ATTRIBUTE <u>240</u> | NUMERICAL (OR SYMBOLIC) REPRESENTATION <u>250</u> |
|-----|-----------------------------|--|
| 205 | CHANNEL 2 | 3 |
| 206 | CHANNEL 4 | 4 |
| 207 | CHANNEL 7 | 3 |
| 208 | ... | |
| 209 | SPORTS CHANNEL | 7 |
| ... | MUSIC CHANNEL | 2 |
| | ... | |
| 210 | MORNING PROGRAMS | 1 |
| 211 | EARLY AFTERNOON PROGRAMS | 3 |
| 212 | LATE AFTERNOON PROGRAMS | 7 |
| 213 | EVENING PROGRAMS | 5 |
| | ... | |

FIG. 2

PROGRAM DATABASE
300

| | DATE/TIME <u>340</u> | CHANNEL <u>345</u> | TITLE <u>350</u> | GENRE <u>355</u> | ... | RECOMMENDER SCORE (R) <u>370</u> |
|-----|--------------------------|-----------------------|---------------------|---------------------|-----|--|
| 305 | 11/18/99 -- 8:00 P.M. | CH1 | LUCY | COMEDY | | 55 |
| 310 | 11/18/99 -- 8:30 P.M. | CH1 | AL'S FAMILY | SITCOM | | 78 |
| | ... | | | | | |
| 320 | 11/18/99 -- 9:00 P.M. | CH3 | YOUR HOUSE | DRAMA | | 96 |

FIG. 3

HISTORICAL SEARCH DATABASE
400

| | ATTRIBUTE-VALUE PAIR <u>450</u> | NUMBER OF TIMES UTILIZED IN A QUERY <u>460</u> |
|-----|------------------------------------|--|
| 405 | GENRE: COMEDY | |
| 410 | GENRE: DRAMA | |
| ... | | |
| 415 | GENRE: SITCOM | |
| ... | | |

FIG. 4

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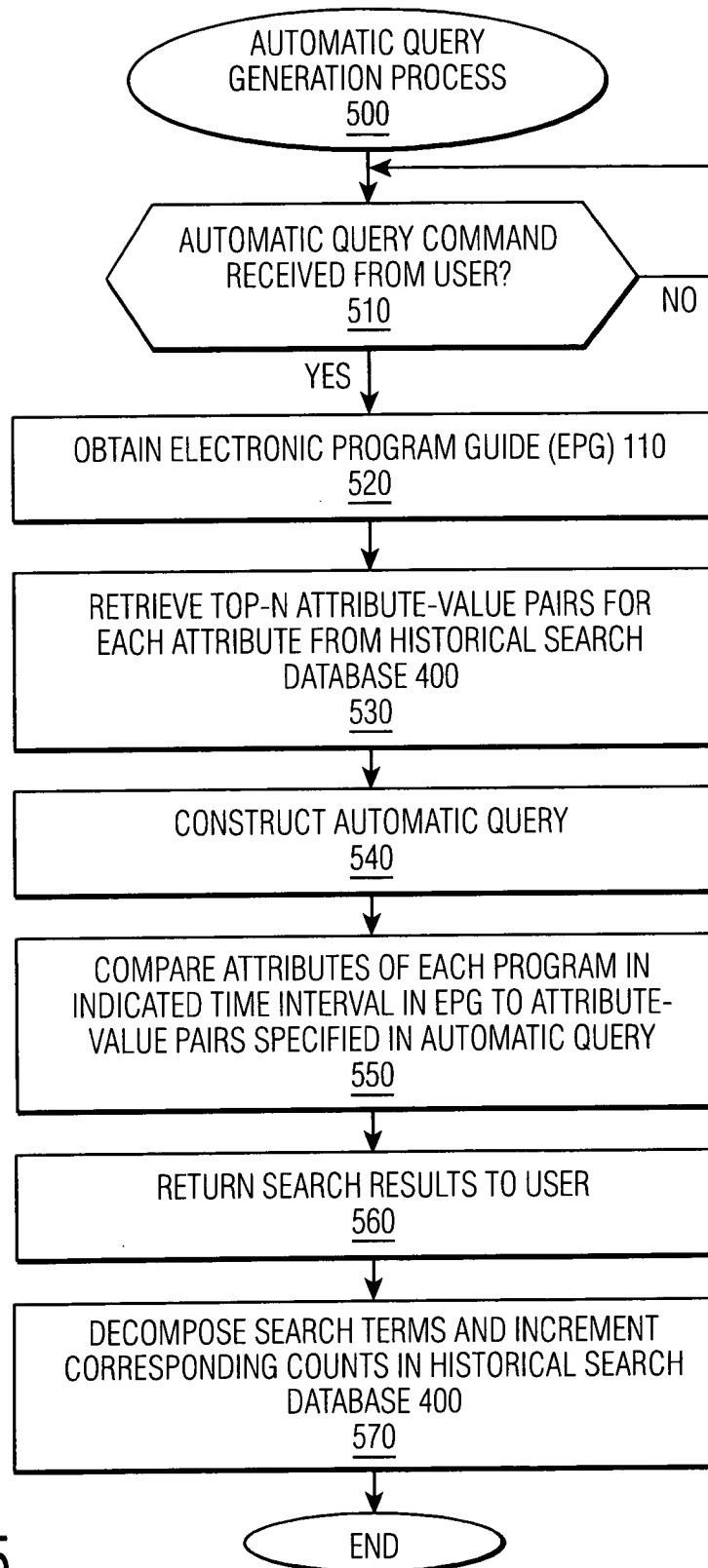


FIG. 5